AMENDMENT

In the specification:

Page 9, line 15, please delete "mediums" and insert --media-- therefor;

Page 9, line 18 after "presents", please insert --the-- ;

Page 11, line 21, please delete "system data", second occurrence and insert --selection-- therefor;

Page 12, line 15, please delete "identifies" and insert --identify-- therefor.

In the claims:

For the Examiner's convenience all pending claims are presented herein. Those claims that remain unchanged by this amendment are prefixed with "(Unchanged)". Please cancel claims 49-54. Please amend the claims as follows:

1   43. (Amended) A graphical user interface (GUI) [GUI] for presenting data associated

2   with an entertainment selection [program], comprising:

3   textual data about the entertainment selection [program] received from a

4   first one from among a plurality of different entertainment system data

5   sources; and

6   a [first] multimedia identifier corresponding to the entertainment selection

7   [program] and selectable to display [deliver associated] entertainment

8   system data about the entertainment selection [, the entertainment system

9   data] receivable from a second one from among the [a] plurality of

10	different entertainment system data sources [in a plurality of multimedia
11	data formats and stored in a first location in association with the first
12	multimedia identifier according to a unitary data format].

1   44.   (Amended) The GUI [graphical user interface (GUI)] of claim 43, wherein the
2   entertainment system data further comprises a plurality of traits, and wherein each
3   trait includes an identifier portion to provide a generic description of the trait and
4   a data portion to provide specific data related to the trait.

1   45.   (Unchanged) The GUI of claim 43, wherein the entertainment system data
2   includes radio station information.

1   46.   (Amended) The GUI of claim 43, wherein the [first] multimedia identifier is
2   selectable to deliver a critique of the entertainment selection [program] to be
3   rendered responsive to selection of the [first] multimedia identifier.

1   47.   (Amended) The GUI of claim 43, [46, wherein the GUI] further comprising
2   [comprises] a second multimedia identifier corresponding to a theme song of the
3   entertainment selection [program] to be rendered responsive to selection of the
4   second multimedia [multi-media] identifier.

1   48.   (Amended) The GUI [graphical user interface (GUI)] of claim 43, [45, wherein
2   the GUI] further comprising [comprises] a second multimedia [multi-media]
3   identifier corresponding to a video clip of the entertainment selection [program]
4   to be rendered responsive to selection of the second multimedia [multi-media]
5   identifier.

1 55. (Amended) An apparatus for presenting data associated with an entertainment

2 selection [program,] comprising:

3 a data parser to receive [a plurality of] entertainment system data

4 associated with the entertainment selection [program] from a plurality of

5 different sources in a plurality of different multimedia data formats, and to

6 reformat the entertainment system data into a unitary data format;

7 a data engine to receive the reformatted entertainment system data from

8 the parser and store the reformatted entertainment system data in a

9 database; and

10 a graphical query interface to access the reformatted entertainment system

11 data stored in the database and present the entertainment system data as

12 one or more selectable multimedia identifiers.

1 56. (Unchanged) The apparatus of claim 55, wherein the entertainment system data

2 includes radio station information.

1 57. (Unchanged) The apparatus of claim 55, wherein the unitary data format includes

2 an identifier portion to provide a generic description of the entertainment system

3 data and a data portion to provide specific information related to the entertainment

4 system data.

1 58. (Unchanged) The apparatus of claim 57, wherein the data portion includes a

2 uniform resource locator (URL) associated with data in a second location external

3 to the database.

1 59. (Amended) The apparatus of claim 55, wherein each of the one or more selectable

2 multimedia identifiers is selectable to deliver one of a critique of the

3 entertainment selection [program] to be rendered, a theme song of the

4   entertainment selection [program] to be rendered, and a video clip of the

5   entertainment selection [program] to be rendered.

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1   60.   (New) -- The GUI of Claim 43 wherein the plurality of different entertainment

2   system data sources contain data in a plurality of different multimedia data

3   formats.

1   61.   (New) -- The GUI of Claim 44 wherein the data portion includes the textual data.

1   62.   (New) -- The GUI of Claim 44 wherein the data portion includes specific data for

2   display.

1   63.   (New) -- The GUI of Claim 44 wherein the data portion includes an identification

2   of the source from which further entertainment system data is retrievable.

1   64.   (New) -- The GUI of Claim 43 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is a remote web server.

1   65.   (New) -- The GUI of Claim 43 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is a locally stored file.

1   66.   (New) -- The GUI of Claim 43 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is accessed through an Internet address.

1   67.   (New) -- The GUI of Claim 43 wherein the textual data comprises at least one of

2   the name of a television show, the time that the show will be broadcast, a list of

3   cast members of the television show and a summary of the show and wherein the

4   multimedia identifier is selectable to display at least one of a text biography of a

5 cast member of the show, a web page for the show, a video clip of the show, a

6 theme song of the show, a critique of the show, a magazine article about the show

7 and merchandise related to the show.

1 68. (New) -- The apparatus of Claim 57 wherein the data portion includes specific

2   data for display.

1 69. (New) -- The apparatus of Claim 57 wherein the data portion includes an

2   identification of the source from which further entertainment system data is

3   retrievable.

1 70. (New) -- The apparatus of Claim 55 wherein the entertainment system data source

2   comprises one of a remote web server, a locally stored file and a broadcast source.

1 71. (New) -- The apparatus of Claim 55 wherein the entertainment selection

2   comprises a television show and the entertainment system data comprises at least

3   one of the name of the show, the time that the show will be broadcast, a list of

4   cast members of the show, a summary of the show, a text biography of a cast

5   member of the show, a web page for the show, a video clip of the show, a theme

6   song of the show, a critique of the show, a magazine article about the show and

7   merchandise related to the show.

1 72. (New) -- A machine-readable medium having stored thereon data representing

2   sequences of instruction which, when executed by a machine, cause the machine

3   to perform operations comprising:

4   presenting textual data about an entertainment selection to a user of an

5   entertainment system, the textual data being received from a first one from

6   among a plurality of different entertainment system data sources; and

7   presenting to the user a multimedia identifier corresponding to the

8   entertainment selection; and

9   upon selection of the multimedia identifier, displaying entertainment

10   system data about the entertainment selection to the user, the

11   entertainment system data being received from a second one from among

12   the plurality of different entertainment system data sources.

1 73. (New) -- The medium of claim 72, wherein the entertainment system data further

2   comprises a plurality of traits, and wherein each trait includes an identifier portion

3   to provide a generic description of the trait and a data portion to provide specific

4   data related to the trait.

1 74. (New) -- The medium of Claim 72 wherein the entertainment system data

2   includes radio station information.

1 75. (New) -- The medium of claim 72, further comprising instructions causing the

2   machine to perform, upon selection of the multimedia identifier, delivering to the

3   user a critique of the entertainment selection.

1 76. (New) -- The medium of claim 72, further comprising instructions causing the

2   machine to perform, upon selection of the multimedia identifier, delivering to the

3   user a theme song of the entertainment selection.

1 77. (New) -- The medium of claim 72, further comprising instructions causing the

2   machine to perform, upon selection of the multimedia identifier, delivering to the

3   user a video clip of the entertainment selection.

1 78. (New) -- The medium of Claim 72 wherein the plurality of different entertainment

2   system data sources contain data in a plurality of different multimedia data

3   formats.

1 79. (New) -- The medium of Claim 73 wherein the data portion includes specific data

2   for display.

1 80. (New) -- The medium of Claim 73 wherein the data portion includes an

2   identification of the source from which further entertainment system data is

3   retrievable.

1 81. (New) -- The medium of Claim 72 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is a remote web server.

1 82. (New) -- The medium of Claim 72 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is locally stored file.

1 83. (New) -- The medium of Claim 72 wherein the textual data comprises television

2   program information received from a broadcast source and the second

3   entertainment system data source is accessed through an Internet address.

1 84. (New) -- The medium of Claim 72 wherein the textual data comprises at least one

2   of the name of a television show, the time that the show will be broadcast, a list of

3   cast members of the television show and a summary of the show and wherein,

4   upon selection of the multimedia identifier, displaying entertainment system data

5   to the user comprises displaying at least one of a text biography of a cast member

6   of the show, a web page for the show, a video clip of the show, a theme song of

7   the show, a critique of the show, a magazine article about the show and

8   merchandise related to the show.

85. (New) -- A method for configuring a graphical user interface (GUI) for an
entertainment system comprising:

presenting to a user of an entertainment system textual data about an

entertainment selection, the textual data being received from a first one

from among a plurality of different entertainment system data sources;

presenting to the user a multimedia identifier associated with

entertainment system data about the entertainment selection;

upon selection of the multimedia identifier, retrieving the associated

entertainment system data using information from a data portion of a

record corresponding to the multimedia identifier, the entertainment

system data being received from a second one from among the plurality of

different entertainment system data sources; and

displaying to the user the retrieved entertainment system data about the

entertainment selection.

86. (New) -- The method of Claim 85 wherein the data portion of the record includes
a trait of the entertainment selection and displaying the retrieved entertainment
system data comprises displaying the trait.

87. (New) -- The method of Claim 85 wherein displaying the retrieved entertainment
system data comprises displaying the information stored in the data portion of the
record.

88. (New) -- The method of Claim 85 wherein retrieving the associated entertainment
system data comprises using information stored in the data portion of the record
to locate and retrieve additional information at another location.